

Amendment

Amendments to the Claims

This listing of claims will replace all prior versions, and listings of claims in the application:

Listing of Claims:

Please amend claims 1, 3, 6-7, 10, 15, and 20, without prejudice
Please add new claims 26-35.

1. (Currently Amended) An Internet delivery method delivering electronic information products to a plurality of users via the Internet, the method comprising:
storing a plurality of display formats in a database, said display formats including at least a default display format and a custom display format;
for each one of said plurality of users, storing information indicating whether the user is a specific type of user, wherein the specific type of user is authorized to access one or more content databases;
when a user logs in, identifying whether or not the user is said specific type of user; and
if said user is identified as said specific type of user, then delivering a customized version of an electronic information product that includes information gathered from the one or more content databases the specific type of user is authorized to access to said user in said custom display format.
2. (Original) The method of claim 1, wherein the information identifying whether the user is a specific type of user comprises subscription account information.
3. (Currently Amended) The method of claim [[2,]] 1, wherein there are a plurality of user types and a respectively corresponding plurality of custom display formats.

4. (Original) The method of claim 3, wherein said plurality of custom display formats comprises custom display formats in different languages.
5. (Original) The method of claim 1, wherein either one or both of the custom display format and the default display format includes flexible or changeable information.
6. (Currently Amended) The method of claim 1, wherein the customized version of the electronic information product is transmitted to a wireless device.
7. (Currently Amended) The method of claim 6, ~~wherein when it is recognized that the electronic information product is transmitted to a wireless device, the electronic information product is transmitted in a customized display format appropriate for the wireless device, further comprising:~~
recognizing that the customized version of the electronic information product is to be transmitted to a wireless device; and
transmitting the customized version of the electronic information product in a customized display format appropriate for the wireless device.
8. (Original) The method of claim 1, wherein the electronic information products comprises healthcare information.
9. (Original) The method of claim 1, wherein the user's use of the method is tracked.
10. (Currently Amended) An Internet delivery system adapted to deliver electronic information products to a plurality of users via the Internet, the system comprising:
at least one computer having:
one or more content databases storing data or other information for electronic information products; and
one or more modules;
and a network connecting said at least one computer to a plurality of users via the Internet;

~~wherein the one or more modules are~~ one or more modules capable of: identifying whether or not a user is a specific type of user; and, if the user is said specific type of user, then delivering an electronic information product to said user ~~from said one or more content databases~~ in a custom display format, wherein the electronic information product is customized with a subset of the data or other information in the one or more content databases.

11. (Original) The system of claim 10, wherein the information identifying whether or not the user is a specific type of user comprises subscription account information.
12. (Original) The system of claim 10, wherein there are a plurality of user types and a respectively corresponding plurality of custom display formats.
13. (Original) The system of claim 12, wherein the plurality of custom display formats comprises custom display formats in different languages.
14. (Original) The system of claim 10, wherein either one or both of the custom display format and the default display format includes flexible or changeable information.
15. (Currently Amended) The system of claim 10, wherein ~~the network is capable of transmitting~~ the electronic information product is transmitted to a wireless receiving device.
16. (Original) The system of claim 15, wherein electronic information product is transmitted wirelessly.
17. (Original) The system of claim 15, wherein the electronic information product is transmitted by cradle synchronization.
18. (Original) The system of claim 10, wherein said one or more modules are capable of performing healthcare related functionality and delivering healthcare information.
19. (Original) The system of claim 10, wherein the user's use of the system is tracked.

20. (Currently Amended) A method of delivering electronic healthcare information products to a plurality of users via the Internet, the method comprising:
- storing a plurality of custom display formats in a database, each of the plurality of custom display formats associated with a user category of a plurality of user categories;
 - for each one of the plurality of users, storing subscription account information authorizing access to one or more content databases and including information indicating a user category ~~of a plurality of user categories~~ with which the user is associated;
 - when a user logs in, identifying the user category with which the user is associated; and
 - delivering ~~[[an]]~~ a customized electronic healthcare information product including information gathered from the one or more content databases associated with the subscription account information to a wireless device of the user in accordance with the custom display format associated with the user category and the wireless device.
- 21 - 25. (Withdrawn)
26. (New) The method of claim 1, wherein the custom display format includes a customized interface providing access to one or more databases, products, or functions associated with a set of subscription accounts of the identified specific type of user.
27. (New) The method of claim 1, wherein the customized version of the electronic information product includes information gathered from a group consisting of a Physicians Desk Reference content database, proprietary pharmaceutical databases, and healthcare related databases.
28. (New) The method of claim 2, wherein the subscription account information includes authorization to access one or more functions associated with the specific type of user, wherein the one or more functions are selected from a group consisting of pharmaceutical inventory management, formulary management, continuing medical education, healthcare related web community servers, and pharmaceutical order and delivery.
29. (New) The system of claim 10, wherein the one or more content databases have stored therein one or more sets of healthcare-related information and a plurality of display

formats, the plurality of display formats including custom display formats associated with particular users of the Internet delivery system or categories of users of the healthcare information delivery system, and wherein the one or more modules include the following modules:

- an authorization module configured to provide access to registered users of the Internet delivery system in a customized fashion, including receiving search criteria from the registered users and displaying requested healthcare-related information to the registered users in accordance with the custom display formats that are associated with the registered users;

- a requesting module configured to receive a set of search criteria from the registered users through the custom display format and search the one or more databases for healthcare-related information corresponding to the set of search criteria; and

- a delivery module configured to deliver the healthcare-related information returned from the requesting module to the registered users in accordance with those of the customized display formats that are associated with the registered users.

30. (New) The system of claim 29, wherein the requesting module further comprises an interface to a formulary management system.

31. (New) An Internet delivery system comprising:

- an external content asset database having stored therein a plurality of master document formats and third-party product information;

- a content management system comprising:

- a content repository containing original product-related information stored in one or more electronic databases, and

- an online content management system configured to enhance or supplement the original product-related information by combining the original product-related information with one or more portions of the third-party product-related information content from the external content asset database with information requests;

a business information system configured to associate customer account information with a user, the customer account information including a customized presentation display format;

a presentation layer configured to format requested product-related information in accordance with the customized presentation display format; and

a communications module configured to deliver formatted product-related information to a destination device of the user.

32. (New) The system of claim 31, wherein the destination device is a device selected from a group consisting of a desktop personal computer, a laptop, a mobile telephone, and a personal digital assistant (PDA).
33. (New) The system of claim 31, further comprising a report module configured to generate reports containing information regarding usage and resources of the Internet delivery system.
34. (New) A computer-readable storage medium containing a set of instructions capable of causing one or more processors to:
- store a plurality of display formats in a database, said display formats including at least a default display format and a custom display format;
 - for each one of said plurality of users, store information indicating whether the user is a specific type of user, wherein the specific type of user is authorized to access one or more content databases;
 - when a user logs in, identify whether or not the user is said specific type of user;
 - and
 - if said user is identified as said specific type of user, then deliver a customized version of an electronic information product that include information gathered from the one or more content databases the specific type of user is authorized to access to said user in said custom display format.

35. (New) The computer-readable storage medium of claim 34, wherein the custom display format includes presentation logic on how to create the customized version of the electronic information product.